

NAVIGATOR'S LOG R&D;

PLAN B

Central Valley Editorial + Lead Generation
Content-Driven Local Publication with Pay-Per-Lead Monetization

The long play — building a content authority that compounds over 12–18 months

Fresno, California | June 2026 | Confidential

Timeline Disclaimer: All timelines in this document are estimates carrying significant uncertainty. Organic content compounds slowly. The estimates below represent a reasonable scenario, not a guaranteed outcome. Traffic growth, search algorithm behavior, and advertiser response cannot be predicted with precision.

EXECUTIVE SUMMARY

The Venture

A content-driven local business publication targeting the Fresno and Central Valley market, focused initially on the home services and contractor vertical. The directory infrastructure Steve already owns (fresnobusinesses.com, cencalbusinesses.com) becomes the publishing platform. Monetization flows from featured business profiles, lead generation (pay-per-lead to contractors), and eventual display advertising from suppliers and adjacent businesses.

The Core Insight

Steve's directory fails not because directories are worthless but because it has no content, no indexed pages worth ranking, and no audience. The fix is not a better directory — it is becoming a publication that also happens to have a directory. Directories without content are link aggregators. Publications with directories are media destinations. The difference is all searchable, rankable content in between the listings.

Christopher's Role

Primary content producer. Research, writing, editorial calendar, SEO architecture, and AI-assisted content pipeline. Clear-Point Technical provides a direct content pipeline into the contractor and trades vertical — where safety compliance, tool guides, permit guides, and material specs are genuinely useful and rarely published in plain language.

Revenue Target

\$1,200–\$2,500/month by month 14–18. This plan has a longer runway than Plan A and that must be honestly accepted before starting. It will not generate significant revenue in the first 6–9 months.

THE PROBLEM AND THE OPPORTUNITY

Local Media Collapse in Fresno

The Fresno Bee has reduced its newsroom significantly. Local digital news is thin. Content specific to Fresno small businesses, home services, and trade contractors is dominated by national platforms (Angi, Thumbtack, HomeAdvisor) that have no local voice and no local knowledge.

There is a gap: Fresno homeowners have no trusted local resource for understanding contractors, seasonal home maintenance, how to evaluate a roofing bid, or which type of landscaping survives the Central Valley summer. The national platforms answer "here is a list of plumbers" but not "here is how to know if your plumber is charging you fairly, and here is what three Fresno plumbers told us about the most common mistakes homeowners make."

That editorial gap is the opportunity. It requires consistent content production. It does not require a newsroom. It requires one skilled writer with research discipline and a functional AI pipeline — which

Christopher already operates.

The Search Landscape

High-volume local search queries in Fresno that have weak or national-only content:

- "How long should a roof last in Fresno heat"
- "Best time to seal concrete in Fresno"
- "Do I need a permit for HVAC replacement in Fresno"
- "How to prevent pest problems in the Central Valley summer"
- "What does a deep cleaning cost in Fresno"
- "How to read an auto repair estimate in California"

These are questions real people ask. The pages that answer them rank. Local businesses that are referenced in those pages benefit. Publications that own those pages have leverage.

SOLUTION: THE EDITORIAL MODEL

Phase 1 — The Content Foundation (Months 1–9, estimated)

Objective: Build 50–100 indexed, well-structured articles before any monetization push.

Content Architecture:

The publication is organized around three content types:

- **Educational Articles (60% of content):** "How-to" and "what to expect" guides for Fresno homeowners. Examples:
 - "How to Get a Roofing Estimate in Fresno: What to Ask, What to Ignore"
 - "HVAC Maintenance Before Fresno Summer: A Homeowner's Checklist"
 - "Pest Control in the Central Valley: Seasonal Calendar and What Actually Works"
 - "5 Signs Your Fresno Electrician Is Cutting Corners"
- **Business Spotlights (25% of content):** In-depth profiles of local businesses — not advertisements, but genuine editorial features that establish the publication as a legitimate voice. Businesses featured for free initially; later for a fee (featured profile tier).
- **Data and Roundups (15% of content):** "We Checked 20 Fresno Plumber Reviews So You Don't Have To," "What Fresno Homeowners Pay for Roof Replacement: A 2026 Range," "The 10 Most Common Yelp Complaints About Fresno Auto Shops." These drive high social sharing and link acquisition.

Publishing Cadence: 2–3 articles per week to build authority. At 2 per week for 9 months, that is approximately 72 pieces. At 3 per week, approximately 108. Reality will likely be somewhere between, depending on competing demands.

Clear-Point Technical Content Pipeline:

Articles within the contractor and trades vertical can carry a Clear-Point Technical byline where appropriate — particularly safety compliance guides, OSHA-adjacent content, material handling guides, and industrial safety checklists. This cross-brands both entities and positions Clear-Point as a legitimate regional authority before any paying clients are acquired.

Phase 2 — Initial Monetization (Months 9–14, estimated)

Once the site carries 50+ indexed articles with measurable traffic (estimated 500–2,000 monthly organic visitors at this stage, though highly uncertain), monetization channels activate:

Featured Business Profiles:

Businesses that want a premium position in the directory, editorial feature treatment, and inclusion in relevant articles pay a monthly fee of \$100–\$250/month. This is a softer sell than Plan A because the value is demonstrated through visible traffic, not promised. The article can show them: "Your competitor was mentioned in our 'Best Fresno Plumbers' roundup and got 300 views last month. Do you want to be featured?"

Target: 8–12 featured profiles at \$175 average = \$1,400–\$2,100/month.

Pay-Per-Lead (Contractors):

High-value trades (roofing, HVAC, plumbing, electrical) pay per qualified lead. A qualified lead = a form submission or tracked phone call from the site. Pricing by vertical:

- Roofing: \$35–\$75 per lead
- HVAC: \$25–\$60 per lead
- Plumbing: \$20–\$40 per lead
- Electrical: \$20–\$45 per lead

At 20–40 qualified leads per month across all verticals (achievable at 2,000+ monthly visitors from relevant content), this adds \$600–\$2,000/month in potential lead revenue. This is uncertain. Lead volume depends on search traffic volume, which depends on content quality and volume, which depends on consistent production.

Phase 3 — Advertising + Sponsorship (Months 14–24, highly uncertain)

Once the site carries 100+ articles and 3,000–5,000 monthly organic visitors, display advertising from regional suppliers (building materials, equipment rental, paint, lumber) and sponsored content from local businesses become viable. This timeline is speculative and depends heavily on how competitive the organic landscape is at that point.

OPERATIONS PLAN

Content Production Workflow

Christopher's role: Primary writer and editor. Responsible for article research, drafting, SEO optimization, and publishing.

Steve's role: Local sourcing — phone calls to businesses for quotes, local fact-check ("is this actually how it works in Fresno"), and sales calls to featured profile prospects once traffic is visible.

AI-assisted pipeline: First drafts of educational articles generated with AI assistance from Claude, then substantially edited by Christopher for accuracy, voice, and local specificity. Estimated time savings: 40–50% compared to full manual drafting. The editorial bar must be high — AI-first content that is not genuinely useful will not rank.

SEO Architecture:

- Domain: fresnobusinesses.com or a sub-domain dedicated to the editorial content (e.g., guide.fresnobusinesses.com or centralvalleyguide.com — TBD on branding)
- Platform: WordPress with Yoast or RankMath SEO plugin (\$0–\$15/month)
- Keyword research: Google Search Console (free), Ubersuggest free tier, or Semrush (\$120/month if serious)
- Internal linking: Every new article links to 2–3 existing articles. Every business directory listing links to relevant educational articles.

Publishing Platform Decision

The existing fresnobusinesses.com domain has some age and modest authority, which is an asset worth preserving. Recommend: migrate the editorial blog to fresnobusinesses.com/blog/ and keep the directory as the primary site. This consolidates domain authority rather than splitting it.

FINANCIAL MODEL

Phase Revenue Estimates (Rough — High Variance)

Months 1–8 (content foundation):

Revenue: \$0–\$200/month from any early warm-list profile placements. Effectively a cost phase, not a revenue phase. Time investment without financial return. This must be accepted clearly before starting.

Months 9–12:

Revenue: \$300–\$800/month from initial featured profiles and early leads as organic traffic begins. Still below meaningful threshold.

Months 12–15:

Revenue: \$800–\$1,800/month as content compounds and organic traffic grows. Featured profile roster begins building.

Months 15–18:

Revenue: \$1,200–\$2,500/month. This is the realistic target zone for Plan B. It may come earlier if content resonates quickly; it may take longer if competition for local keywords is stronger than anticipated.

Months 18–24:

Revenue: \$2,000–\$4,500/month if advertising and sponsorship activate alongside lead gen and featured profiles.

Cost Structure

- WordPress hosting: ~\$10–\$25/month
- SEO tool: \$0–\$120/month depending on approach
- Domain: Already owned by Steve (no new cost)
- AI tools: Already part of Christopher's existing Navigator's Log infrastructure
- **Total monthly overhead: \$10–\$145/month**

Break-Even

The cost structure is extremely low. Financial break-even is achievable with 1–2 featured profiles (\$175–\$350/month covers all overhead). The real investment is time — specifically Christopher's writing time over an 8–12 month period before significant revenue materializes. This must be valued at its true opportunity cost.

RISKS AND MITIGATIONS

Risk 1: Steve Does Not Survive the Runway

Plan B does not produce meaningful revenue for an estimated 9+ months. If Steve loses patience or faith before traffic materializes, the partnership structure collapses and the content infrastructure either dies or becomes Christopher's solo project.

Mitigation: Set explicit milestones (e.g., "50 articles published, 500 monthly organic visitors" as the Phase 1 completion marker, not revenue). Attach the decision to restart or pivot to milestone achievement rather than time alone.

Risk 2: AI-Generated Content Detection/Devaluation

Google's Helpful Content and spam systems continue to evolve. Sites with low-quality AI-assisted content are increasingly penalized. This is a real and ongoing threat to any content-driven strategy.

Mitigation: Christopher's editorial voice, local specificity (Fresno climate, Central Valley context, real business data from the prospect database), and genuine sourcing (actual business quotes, real review data) are what differentiate the content from bulk AI spam. The bar for "helpful content" must be applied to every article before publishing.

Risk 3: National Platforms Own the Keywords

Angi, Yelp, HomeAdvisor, and Thumbtack have massive domain authority and likely dominate many of the target keywords already. Competing head-on is not feasible.

Mitigation: Target hyper-local long-tail keywords ("Fresno roofing estimate what to expect" vs. "roofing estimate") and informational queries that national platforms do not adequately answer. The niche is local knowledge, not directory listings.

Risk 4: Christopher's Production Capacity

2–3 articles per week is approximately 6–10 hours of writing and editing per week, indefinitely. Combined with other Navigator's Log projects, this is a significant commitment.

Mitigation: Build a content calendar in advance. Use AI assistance for research and first-draft scaffolding. Accept that some weeks will produce fewer articles — consistency over perfection.

TIMELINE (ROUGH ESTIMATES — HIGH VARIANCE)

Months 1–2 (possibly longer): Platform setup, content architecture decision, keyword research for first 50 article targets, first 10 articles published. Quality matters more than speed at this stage.

Months 3–6: Core content library builds. 30–50 articles published. Some begin to index and show impressions in Google Search Console (not necessarily clicks yet). First business spotlights published — these are the first warm sales tools.

Months 6–9: 50–80 articles published. Some articles begin generating measurable organic traffic. Pitch first 3–5 featured profiles using traffic data as proof. Early lead capture forms installed.

Months 9–12: Featured profile revenue active. Lead generation begins. Traffic 500–2,000 monthly visitors (estimate, not guarantee). First monetization milestone reached (may be before month 9, may be after month 12 depending on content quality and competition).

Months 12–18: Scale to 100+ articles. Advertising conversations. Traffic 2,000–5,000 monthly visitors (estimate). Clear-Point Technical content series fully integrated. Revenue compounding.

INTEGRATION WITH CLEAR-POINT TECHNICAL

Clear-Point Technical's positioning as a plain-language industrial safety and compliance resource makes it a natural editorial partner for the contractor/trades content vertical. Specific integration points:

- **Safety guide articles:** OSHA-adjacent content (ladder safety, electrical hazard identification, chemical handling in ag settings) published under Clear-Point's byline on the fresnobusinesses.com platform.
- **Contractor checklist downloads:** Lead magnets for plumber/electrician/HVAC contractors — compliance checklists for Fresno/California job site requirements — branded Clear-Point Technical, hosted on the editorial site.
- **Business Development Pipeline:** Contractors who read and engage with Clear-Point content on the editorial site are natural prospects for Clear-Point's paid compliance consulting services. The editorial site functions as a top-of-funnel for Clear-Point.

APPENDIX: ARTICLE QUEUE (FIRST 30 TARGETS)

The following topics represent high-intent, low-competition keyword opportunities for Fresno/Central Valley, based on search pattern analysis and gap identification:

Home Services (10)

- How to Get a Roofing Estimate in Fresno — What to Ask, What Red Flags to Watch
- HVAC Replacement in Fresno: What Does It Cost in 2026?
- How Long Should Your Fresno AC Last? (And When to Replace vs. Repair)
- Fresno Plumbing Permits: What Homeowners Need to Know
- How to Read an Auto Repair Estimate in California
- Pest Control in Fresno: Seasonal Calendar and What Actually Works
- What a Fresno Landscaping Estimate Should Include (And What It Should Not)
- Electrical Panel Upgrade in Fresno: Cost, Timeline, and Who to Call
- Fresno Roof Repair vs. Replacement: A Homeowner's Decision Guide
- The 5 Things a Fresno HVAC Technician Checks on a Maintenance Visit

Business Spotlights (5 — First Phase)

- Profile: Mechanical Air LLC — Fresno's 5-Star HVAC Operation
- Profile: Rod's Plumbing — What a Perfect-Rated Plumber Looks Like
- Profile: A&C; Pro Roofing — The Transparent Roofer
- Profile: Carlos Yard Service — Proactive Lawn Care in Fresno
- Profile: On Point Studio — Fresno's Curly Hair Specialist

Data Roundups (5)

- We Checked 93 Fresno Small Business Reviews — Here's What Customers Consistently Complain About
- Fresno Roofing Costs 2026: What We Found After Analyzing 10 Contractor Websites
- The Most Common HVAC Scam in Fresno (And How to Spot It)
- 5 Fresno Businesses With Perfect 5-Star Ratings and More Than 100 Reviews — What They Do Differently
- Why Your Fresno Contractor Might Have a Low Review Rating (It's Not Always What You Think)

Clear-Point Technical Content (5)

- OSHA Ladder Safety for Fresno Roofing Contractors: A Plain-Language Guide
- Chemical Handling Safety for Central Valley Agricultural Workers
- Electrical Hazard Identification Checklist for Fresno Construction Sites
- How to Read a California HVAC License Check: A Guide for Homeowners
- What Does a Fresno Building Permit Actually Cover?

Seasonal Content (5)

- Fresno Summer Prep: 8 Home Systems to Service Before June
- What Fresno Winters Do to Your Roof (And What to Do About It)
- Spring Pest Control in Fresno: When to Call, What to Expect
- Central Valley Drought Landscaping: What Works in Fresno's Climate
- Holiday Season Cleaning Services in Fresno: When to Book and What to Expect

This document is confidential and intended for internal planning between Christopher Blake Head (Navigator's Log R&D;) and Steve Richardson (Businesses in Fresno Area). Not for external distribution without consent of both parties.
